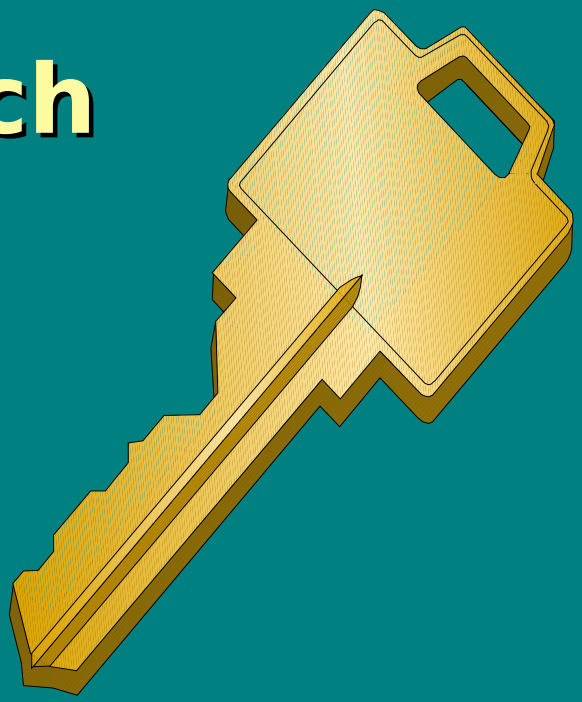
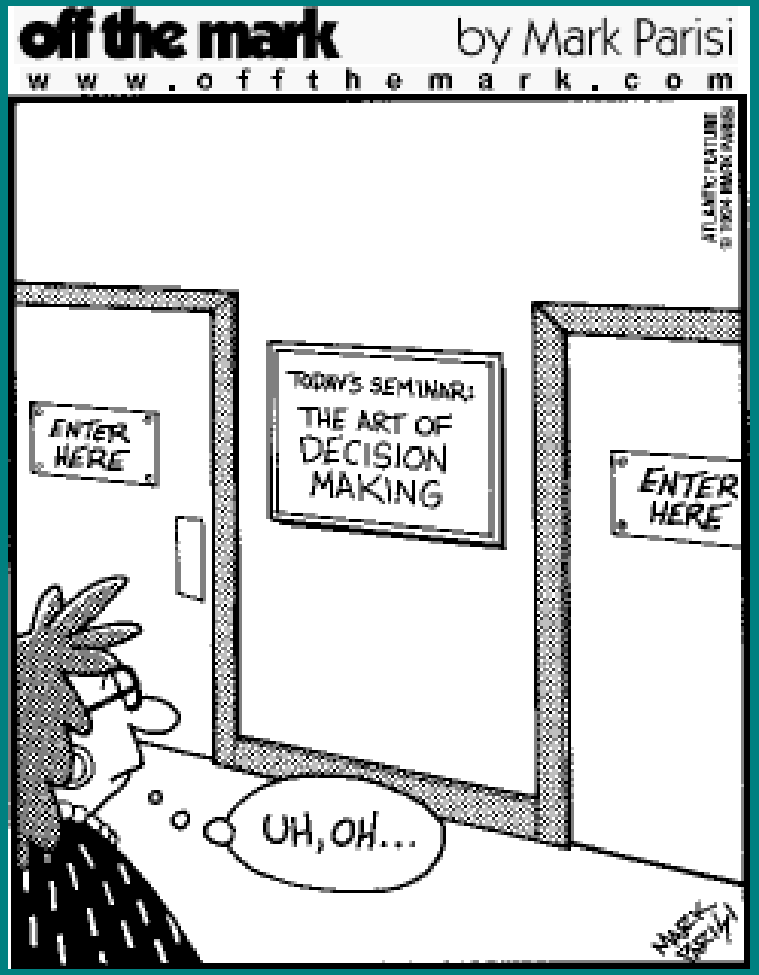
What It Takes to Change Behavior

The key to successful outreach is targeting your message to a specific audience and having it respond to your message.



Why do they do what they do?



How can you get them to change?

Through Social Marketing

What is Social Marketing?

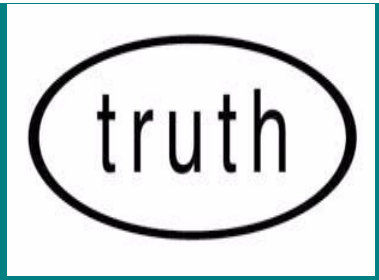
Applying commercial marketing principles to social issues to achieve a change in behavior.

Why Social Marketing?

- Most people aren't interested in environmental issues
- Knowledge is not enough
- It works

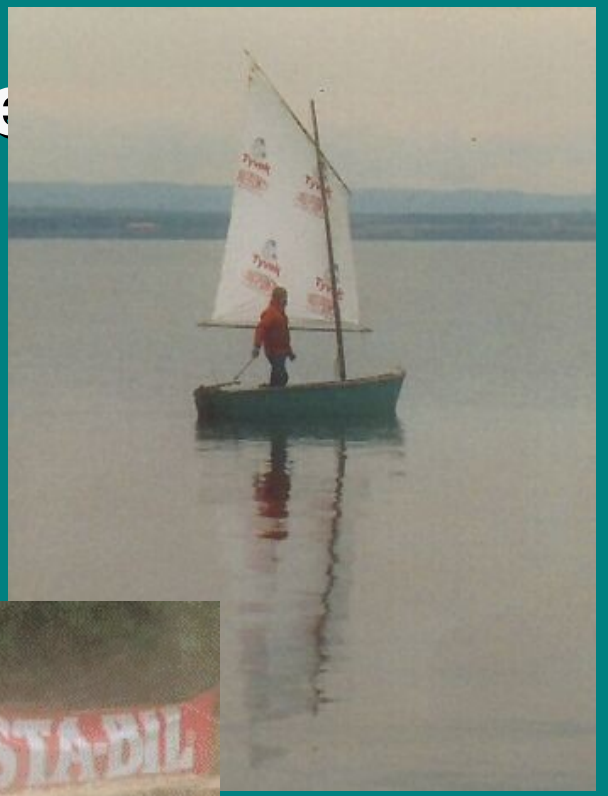
Popular Social Marketing Campaigns

- Buckle Up America
- Smokey Bear
- Truth Campaign
- National Youth Anti-Drug Campaign



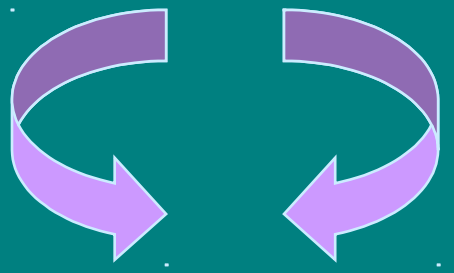
Thinking Like a Marketer

- Focus on the audience



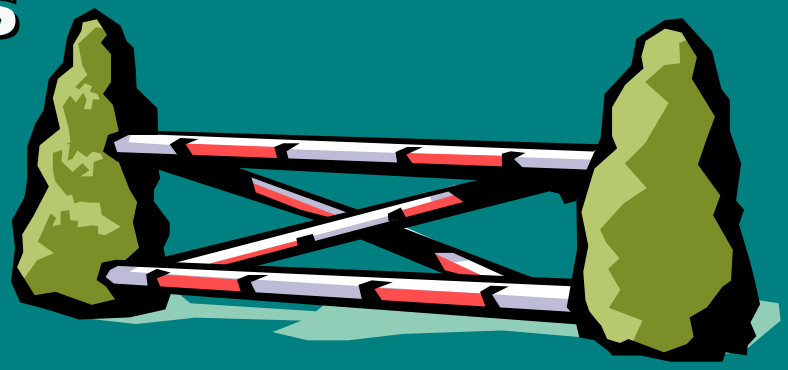
Thinking Like a Marketer (cont.)

- Beneficial exchange
  - Real Benefits
    - Save money
    - Save time
    - Protect health
  - Perceived Benefits
    - Fit in with others (It's cool)
    - People expect it
    - Everyone else is doing it
    - I'll get rewarded



What Barriers Prevent Behavior Change?

- **Physical Barriers**
  - Too hard to do
  - Too far to drive
  - Not safe
  - Takes too long
  - Not convenient
- **Economic Barriers**
  - Added costs
  - No cost savings



Barriers, cont.

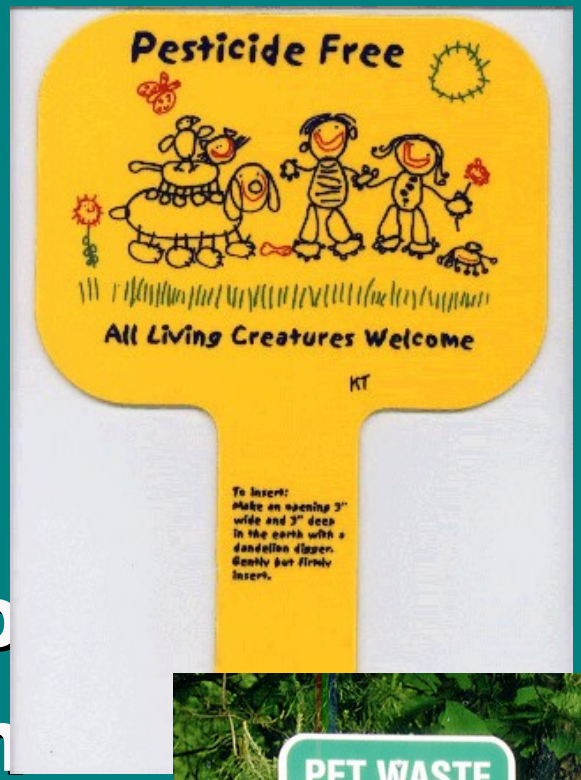
- Education Barriers
  - Don’t know how to do it
  - Need training
- Social/Psychological Barriers
  - Against social norms
  - Fear of doing something different
  - I don’t have the skills to do this
  - Tried it once and it didn’t work

Overcoming Barriers

- Everyone else is doing it (or not doing it)
- We'll teach you how to do it
- Save money/get money
- It takes 5 minutes or less
- It's the cool thing to do
- You'll get a reward if you do it

Tools for Changing Behaviors

- Social norms
- Commitments
- Prompts
- Incentives
- Vivid communicatio
- Building motivation


Pesticide Free
All Living Creatures Welcome
KT
To insert:
Make an opening 3" wide and 3" deep in the earth with a dandelion digger. Gently but firmly insert.

Social Norms

- Behavior perceived as normal and expected
- Tools:
  - Compliance
    - Rebates (positive)
    - Fees (negative)
  - Conformity
    - Use statistics

Other Social Norms Techniques

- Eco-labeling
- Recycling bins at curl (public)
- Yard or home signage
- Demonstration sites

YOU can have a "good enough" lawn without using chemicals!
1. Mow high (3 inches)
2. Leave your clippings on the lawn
3. Hand pick weeds
If necessary ...
• Rebuild soil with compost
• Apply organic fertilizer
• Use corn gluten for weeds
• Use biological controls for insects

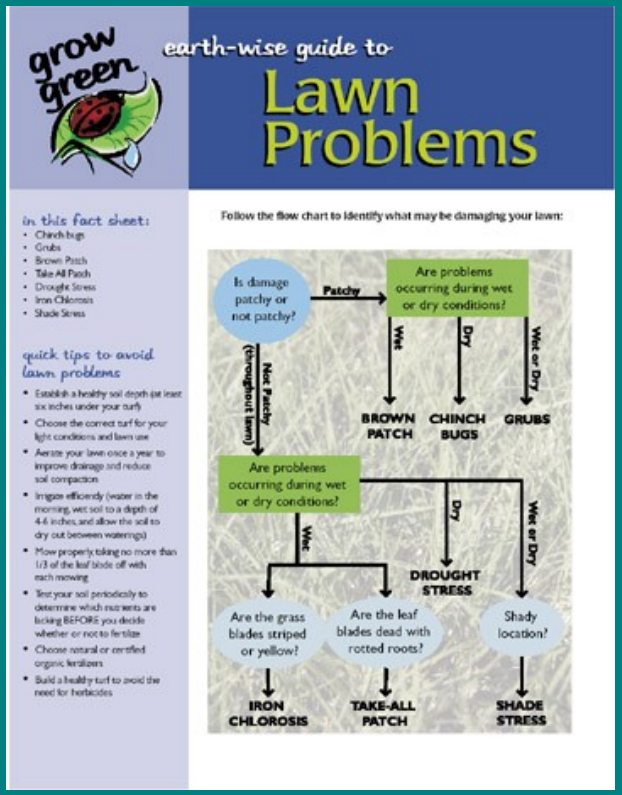
Stormwater Pond
This pond is in our care.
Runoff is held here after storms. It is released slowly or stored until the next storm when it is replaced by incoming flows. This helps prevent downstream flooding and erosion and helps clean the water. For more information or to report littering, vandalism or other problems, call Department of Natural Resources Facilities Maintenance at (206) 296-8100.
SDA
This facility is lined to protect groundwater quality.

Commitments

- Pledges (verbal or written)
- Sign-ups
- Petitions
- Donations (time/mone

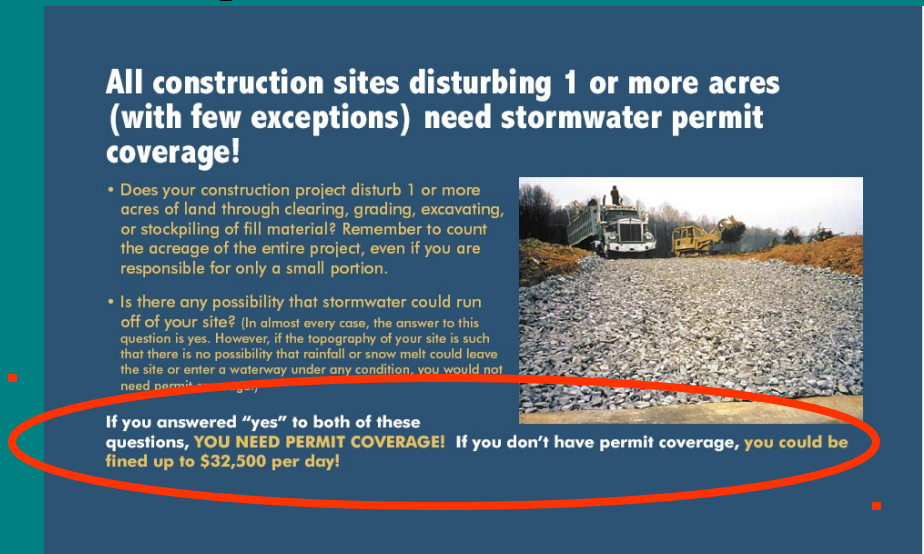
Prompts

- Behavior reminders
- Use at “point-of-sale”
- Target specific behaviors


grow green
earth-wise guide to
Lawn Problems
in this fact sheet:
Chinch bugs
Grubs
Brown Patch
Take All Patch
Drought Stress
Iron Chlorosis
Shade Stress
quick tips to avoid lawn problems
Establish a healthy soil depth (at least six inches under your turf)
Choose the correct turf for your light conditions and lawn use
Aerate your lawn once a year to improve drainage and reduce soil compaction
Irrigate efficiently (water in the morning, wet soil to a depth of 4-6 inches, and allow the soil to dry out between waterings)
Mow properly, taking no more than 1/3 of the leaf blade off with each mowing
Test your soil periodically to determine which nutrients are lacking BEFORE you decide whether or not to fertilize
Choose natural or certified organic fertilizers
Build a healthy turf to avoid the need for herbicides
Follow the flow chart to identify what may be damaging your lawn:
Is damage patchy or not patchy?
Patchy
Are problems occurring during wet or dry conditions?
Wet
Dry
Wet or Dry
BROWN PATCH
CHINCH BUGS
GRUBS
Not Patchy (throughout lawn)
Are problems occurring during wet or dry conditions?
Wet
Dry
Wet or Dry
DROUGHT STRESS
Are the grass blades striped or yellow?
Are the leaf blades dead with rotted roots?
Shady location?
IRON CHLOROSIS
TAKE-ALL PATCH
SHADE STRESS

Incentives

- Money, money, money, money
- Free stuff
- Recognition
- Reward positive behavior
- Disincentives: punish negative behavior (e.g., fines)

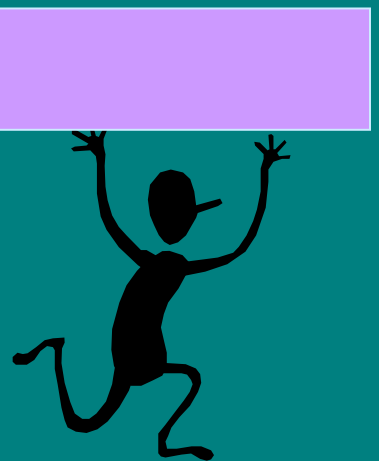

All construction sites disturbing 1 or more acres (with few exceptions) need stormwater permit coverage!
• Does your construction project disturb 1 or more acres of land through clearing, grading, excavating, or stockpiling of fill material? Remember to count the acreage of the entire project, even if you are responsible for only a small portion.
• Is there any possibility that stormwater could run off of your site? (In almost every case, the answer to this question is yes. However, if the topography of your site is such that there is no possibility that rainfall or snow melt could leave the site or enter a waterway under any condition, you would not
If you answered "yes" to both of these questions, YOU NEED PERMIT COVERAGE! If you don't have permit coverage, you could be fined up to $32,500 per day!

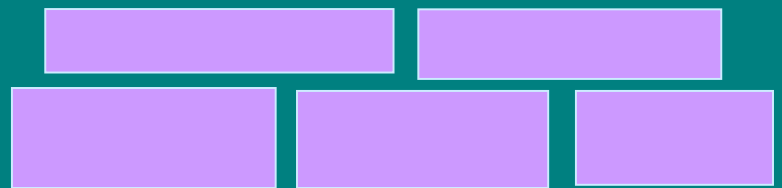
Vivid Communicatio

- Vivid
  - Less Vivid:
    - Storm water runoff contributes 5 millions tons of sediment to the bay each year
  - More Vivid:
    - Each year, rain water washes enough dirt to fill 500,000 dump trucks directly into the bay.
- Tangible
- Positive, clear terms
- Comparisons
- Humorous

Building Motivation Over Time

- Provide public recognition
- Show results of actions or how their contribution was used
- Point out things they've done
- Offer long-term training and support





Case Studies

What other communities are doing.

City of Sacramento, CA

- City Pop – 420,000
- City Area – 98.7 Square miles
- 1280 Miles of Storm drain pipe
- 40,000 Drain inlets
- 102 Storm Sumps
- Program annual budget is about $850,000 (not including staff costs)

SACRAMENTO STORMWATER QUALITY PARTNERSHIP

Public Outreach

$225,000 City budget includes:

- **Media outreach**
- **School and classroom presentations**
- **Integrated Pest Management (IPM)**
- **Local business outreach**
- **Residential outreach**
- **Storm drain marking**

Public Participation: Schools

Permit requirement: Offer education to 50% of 3rd–6th graders every two years

- **City conducts 60-minute classroom presentation**
  - **2,500 K-6th grade (250 presentations)**
- **Joint permittee school assembly program**
  - **15,000 K-6th grade**
- **Joint permittee support for Splash program**
  - **2,300 5th-graders**
  - **550 9-12th graders**

Public Participation: Residents

- Water Wise Pest Control program
  - UC-IPM and Master Gardeners
  - Non-chemical alternatives
- Our Water Our World program
  - Orchard Supply Hardware stores
  - Specific less toxic chemical alternatives

Public Participation: Residents

- Automobile repair/washing fact sheets
- Pet waste
- Household hazardous waste
  - Community events
  - General media
  - Clean Water Business Partner program

- City of Sacramento has approximately 35,000 storm drain inlets
- Contract with Sacramento Local Conservation Corp for initial installation

City of Albuquerque

- Problem: Not enough water
- Goal: Promote water conservation through incentives (rewards)
- Technique:
  - Incentives: rebates for xeriscaping, low-flow toilets, washing machines

Las Vegas Ad Campaign

- Problem: Pollution of Lake Mead, their primary drinking water source
- Key issues:
  - Lawn care
  - Dumping down storm drains
  - Pet waste
- Techniques
  - Prompts (storm drain markers), vivid communication (posters, PSAs, pet food lids), build motivation over time (events, school curriculum)

Las Vegas Ad Campaign

- Bus shelter posters
  - 25 posters for 4 months
  - $8,000
  - Sent out similar ads in utility bills 1 month before bus ads appeared

Defining Your Message

- Address the behavior barriers
- Awareness and action
- What's in it for them
- Use one or more social marketing techniques

Prioritizing Behaviors

- Think about:
  - Project goals
  - Ease of adoption
  - Consequences of each behavior
  - Barriers for each behavior
  - Cost of promotion
  - Technical soundness of behavior

Behavior Selection Matrix

Objective: Reduce nutrient runoff to local streams by 5% over the next year.

Audience: Private Landscapers

(Highest Score Wins)

Possible Behaviors	Evaluation Questions			
	Which behavior will be the most affordable for the audience?	Which behavior will give the greatest water quality benefit?	Which has the fewest barriers?	SCORE
Educate customers on ways to reduce nutrient runoff				
Reduce fertilizer use				
Plant native plants that require less fertilizer				

Behavior Selection Matrix

Objective: Reduce nutrient runoff to local streams by 5% over the next year.

Audience: Homeowners

(Highest Score Wins)

Possible Behaviors	Evaluation Questions			
	Which behavior will be the most affordable for the audience?	Which behavior will give the greatest water quality benefit?	Which has the fewest barriers?	SCORE
Educate audience on ways to reduce fertilizers				
Educate audience on benefits of soil testing				
Plant native plants that require less fertilizer				